

innovative. VanderSloot was no longer in pursuit of a dream but possessed of a viable strategy to facilitate it. It was to become no less than the ‘Melaleuca Way.’

THE MELALEUCA WAY

“Give a man a fish; it feeds him for a day. Teach him how to fish and he can feed himself for a lifetime.” VanderSloot’s idea was not to give away opportunity but to empower people to make their own. And from the well of this simple philosophy have sprung many statements and slogans which are at the heart of the Melaleuca experience:

- “No one must get hurt from what we do.”
- “The magic is in helping others reach their goals and not in trying to reach our own goals.”
- “No amount of wealth will bring true happiness if it is gained unethically.”
- “We are not a multi-level company... Multi-level marketing has been used to con [people] into money-making schemes. We have never done that.”
- “We don’t have a right to be here unless we are marketing the best products for the best prices at the best value of anybody in this nation.”
- “Don’t quit your job.”
- “We’re telling about Melaleuca, not selling it.”
- “The marketing and delivery of exceptional products at reasonable prices has been the key to our success.”

Hundreds of thousands of people are now taking advantage of the opportunity to compete against the huge conglomerates. Marketing Executives are pulling customers away from these giants in tens of thousands by using Melaleuca’s unique Marketing Plan.

However, when VanderSloot hears his Executives enthusing about his “wonderful Marketing Plan,” he gives them a few home-truths. “I feel that sometimes there’s a tendency for people to perceive that it’s the Marketing Plan that brings us our success. It is not so.” His conviction is deep on this matter. “Without having the best products that money can buy, we don’t really have an excuse to be here.”

THE BEST OF SCIENCE AND NATURE

It is for this reason that he was determined that, in the future, Melaleuca would use only those products that were the very best in nature, as supported and guided by scientific research. VanderSloot sought tirelessly to form relationships with pharmacists, nutritional experts, allopathic and homeopathic doctors, herbal experts, and scientists from all fields. His aim was to sort out the product wheat from product chaff.

As an illustration of how VanderSloot spent his time during this

